

HUMAN RESOURCE APPLICATIONS

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CEPSA incorporates Artificial Intelligence into Human Resources Management

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As part of its digital transformation strategy, CEPSA has developed a pioneering project in Spain through which its employees will be able to make their general human resources management inquiries through a virtual assistant available on its intranet. This platform will allow information searches at any time, any day, and from anywhere, streamlining the relationship between company employees and the human resources department.

This is the largest application of IBM Watson artificial intelligence to human resources processes in Spain. The platform features a virtual assistant, named 'MAX,' a chatbot trained to answer variations of questions related to different topics, learning from each experience through guided processes, so its knowledge will increase as it is enriched with new information and queries. Initially, it will address queries regarding leave and permissions requests, telecommuting, health insurance, advances or loans, for which more than 5000 different question formulations on these topics have been considered. The main objective of this project is to complement personal employee attention with a virtual assistant that streamlines and automates the most common inquiries and tasks. Thanks to this technology, the company's human resources managers will be able to free themselves from the most routine tasks and dedicate more time to those management tasks that require a closer and more personal touch, providing greater added value, optimizing the relationship between the professional and the human resources department, to make it more agile, human, and efficient.

Furthermore, this project promotes the structuring and digitization of the human resources area's knowledge, improving the decision-making process, which can be based on a more consistent and consolidated data (data-driven) foundation thanks to the traceability provided by the latest data analysis technologies. Additionally, the platform will allow a deeper understanding of professionals' interests, thus being able to offer them better, more personalized, and better-oriented attention.

CEPSA, which considers digital transformation an essential lever to achieve the objectives of its 2030 strategic plan, will continue to develop new functions of this platform to address inquiries related to payroll, vacation requests, or training, among others.

Source: Cepsa.com. Available at: <https://www.cepsa.com/pt/prensa/cepsa-incorpora-la->

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Think about: How can Artificial Intelligence favor adequate human resources management? Look for examples of other companies that have implemented it.

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